

Listing of Claims

This listing of claims will replace all prior versions and listings of claims in the Application.

1-36. (Canceled)

37. (Currently Amended) A method of producing channel letter coil, comprising the steps of:

providing a substrate having a first and second surface, the first surface being an inner surface of the substrate;

disposing a first material upon the first surface of the substrate, wherein the first material comprises a thermo-set polyester ~~has with~~ a highly reflective surface;

disposing a second material upon the first material, wherein the second material comprises a thermo-set polyester ~~has with~~ a highly reflective surface, and wherein no additional material is required to provide a highly reflective surface to the substrate;

disposing a third material upon the second surface, the second surface being an outer surface; and

rolling the substrate into a coil; and

forming the coil into shapes of individual characters for signs, thereby providing a finished channel letter coil having a reflectivity of above 90% as measured by ASTM International criteria.

38. (Previously presented) The method of claim 37, further comprising the step of disposing an aesthetic material upon the second surface of the substrate, opposite the first surface, prior to rolling the substrate into a coil.

39. (Previously presented) The method of claim 37, wherein the step of providing a substrate further comprises providing a metal substrate.

40. (Previously presented) The method of claim 37, wherein the step of providing a substrate further comprises providing an aluminum substrate.

41. (Currently amended) The method of claim 37, wherein the ~~step of disposing a first material further comprises disposing a~~ thermo-set polyester is colored coating.

42. (Currently amended) The method of claim 37 41, wherein the thermo-set polyester ~~coating~~ is disposed manually.

43. (Currently amended) The method of claim 37 41, wherein the thermo-set polyester coating is disposed using a coating machine.
44. (Currently amended) The method of claim 37, wherein the ~~step of disposing a second material further comprises disposing a thermo-set is opaque polyester coating.~~
45. (Currently amended) The method of claim 37 44, wherein the finished channel letter coil requires no additional treatment before use ~~thermo-set polyester coating is disposed manually.~~
46. (Currently amended) The method of claim 44, wherein the substrate is a readily formable metal ~~thermo-set polyester coating is disposed using a coating machine.~~
47. (Previously presented) The method of claim 37, further comprising the step of heating the substrate after the first material is disposed.
48. (Previously presented) The method of claim 37, wherein the first and second materials are disposed to a collective thickness of less than about 1.4 mils.
49. (Previously presented) The method of claim 37 wherein the first and second materials are disposed to a collective thickness between about 1.2 mils and 1.4 mils.
50. (Previously presented) The method of claim 47, wherein the step of heating comprises heating to a temperature between about 420°F and about 500°F, for a period of about 25 seconds.
51. (Previously presented) The method of claim 37, further comprising the step of heating the substrate after the second material is disposed.
52. (Previously presented) The method of claim 51, wherein the step of heating comprises heating to a temperature between about 420°F and about 500°F, for a period of about 25 seconds.
53. (Previously presented) The method of claim 38, wherein the step of disposing an aesthetic material further comprises disposing a fluoropolymer coating.
54. (Previously presented) The method of claim 38, wherein the aesthetic material is disposed manually.
55. (Previously presented) The method of claim 38, wherein the aesthetic material is disposed using a coating machine.
56. (Previously presented) The method of claim 37, wherein the first and second material are disposed in a single step.

57. (Currently amended) A method of producing channel letter coil, comprising the steps of:

providing a substrate having a first and second surface;

disposing a first material upon the first surface of the substrate, wherein the first material has a reflective surface;

disposing a second material upon the first material, wherein the second material has a reflective surface, wherein the first material and the second material are disposed at the same time and wherein no additional material is required to provide a highly reflective surface to the substrate;

disposing a third material upon the second surface, the second surface being an outer surface; and

rolling the substrate into a coil; and

forming the coil into shapes of individual characters for signs, thereby providing a finished channel letter coil having a reflectivity of above 90% as measured by ASTM International criteria.

58. (Previously presented) The method of claim 57, wherein the first and second materials are thermo-set materials.

59. (Previously presented) The method of claim 57, wherein the first and second materials are disposed to a collective thickness of less than 1.4 mils.

60. (Currently amended) A channel letter coil comprising:

a substrate having a first and second surface;

a first material disposed on the first surface of the substrate, wherein the first material has a reflective surface; and

a second material disposed on the first material, wherein the second material has a reflective surface, wherein no additional material is required to provide a highly reflective surface to the substrate; and

a third material disposed on the second surface, the second surface being an outer surface, and wherein after disposing the first, and second, and third material are disposed, the substrate is capable of being rolled into a coil and formed into shapes of individual characters for signs, thereby providing a finished channel letter coil.

61. (Currently amended) The channel letter coil of claim ~~60~~ 59, wherein the first and second materials are thermo-set materials.

62. (Currently amended) A method of producing channel letter coil, comprising the steps of:
- providing a substrate having a first and second surface;
 - disposing a first material upon the first surface of the substrate, wherein the first material has a reflective surface;
 - disposing a second material upon the first material, wherein the second material has a reflective surface, wherein the first material and the second material are disposed to a collective thickness of less than about 1.4 mils and wherein no additional material is required to provide a highly reflective surface to the substrate;
 - disposing a third material upon the second surface, the second surface being an outer surface; and
 - rolling the substrate into a coil; and
 - forming the coil into shapes of individual characters for signs, thereby providing a finished channel letter coil having a reflectivity of above 90% as measured by ASTM International criteria.
63. (New) The channel letter coil of claim 60, wherein the first and second materials are disposed in a manner selected from the group consisting of a single step and separate steps.
- 64.. (New) The channel letter coil of claim 60, wherein the first, second and third materials are each individually disposed by application from the group consisting of manual, rolled, sprayed, sputtered, and adhesive sheet.
65. (New) The channel letter coil of claim 60, wherein the third material is disposed in a manner selected from the group consisting of before the first material is disposed, after the first material is disposed, before the second material is disposed, after the second material is disposed, concurrent with disposal of the first material, and concurrent with disposal of the second material.
66. (New) The channel letter coil of claim 60, wherein the substrate is a readily formable metal.
67. (New) The channel letter coil of claim 60, wherein the first, second and third materials are each individually selected from the group consisting of colored and opaque.

68. (New) A roll of channel letter coil comprising:

- a rolled substrate having a first and second surface;
- a first material disposed upon the first surface, wherein the first surface is an inner surface of the substrate; and
- a second material disposed upon the first material, wherein no additional material is required to provide a highly reflective surface to the substrate;
- a third material disposed upon the second surface, the second surface being an outer surface, wherein the rolled substrate is formed into shapes of individual characters for signs, thereby providing a finished channel letter coil having a reflectivity of above 90% as measured by ASTM International criteria.

69. (New) The roll of claim 68, wherein the third material is an aesthetic material.

70. (New) The roll of claim 68, wherein the substrate is metal.

71. (New) The roll of claim 68, wherein the substrate is aluminum.

72. (New) The roll of claim 68, wherein the substrate comprises Alloy 3105.

73. (New) The roll of claim 68, wherein the first, second and third material are each individually selected from the group consisting of colored and opaque.

74. (New) The roll of claim 68, wherein the first and second materials are identical.

75. (New) The roll of claim 68, wherein the first and second materials have a collective thickness of at least about 1.4 mils or less.